



#### FEDERAL SUPPLY SERVICE

# AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage is gsaadvantage.gov.

PROFESSIONAL SERVICES SCHEDULE (PSS)

INDUSTRIAL GROUP: OOCORP

CONTRACT NUMBER: GS 23F 0127S

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at fss.gsa.gov.

CONTRACT PERIOD: MARCH 17, 2016 - MARCH 16, 2021

#### FRANZ & COMPANY, INC.

1417 Highland Drive Silver Spring, мр 20910 Telephone: 301.589.7199 Fax: 301.495.4959

www.franzandcompany.com

# CONTRACT ADMINISTRATOR

Ms. Jean Franz Franz & Company, Inc. 1417 Highland Drive Silver Spring, MD 20910 Telephone: 301.589.7199

Fax: 301.495.4959

jean@franzandcompany.com

BUSINESS SIZE: Small, Women-owned



# CUSTOMER INFORMATION PAGE

- 1A. SINS 541-4F, 541-4FRC: Commercial Art and Graphic Design SINS 541-1000, 541-1000RC: Other Direct Costs (OCDs); Expenses Other than Labor Hours
- 1B. See attachment 1 for pricing of tasks
- 1C. See attachment 1
- 2. Maximum order: \$1,000,000
- 3. Minimum order: \$100
- 4. Geographic coverage (delivery area): Domestic
- 5. Point of production: Silver Spring, Montgomery County, MD 20910
- 6. Prices are net prices and discounts are inclusive.
- 7. Quantity discounts: Not applicable
- 8. Prompt payment terms: Net 30
- **9A.** Notification whether Government purchase cards are accepted at or below the micro-purchase threshold: Yes
- **9B.** Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Yes
- 10. Foreign Items: Not applicable
- 1 1A. Time of Delivery: To be negotiated at the task order level.
- 11B. Expedited delivery: Expedited delivery is available.
- 11C. Overnight and 2-day delivery: Overnight and 2-day delivery is available.
- 1 1 D. Urgent Requirements: See contract clause I-FSS-14-B.

  Agencies can contact the Contract Administrator to obtain faster delivery.
- 12. F.O.B. point(s): Destination
- 13A. Ordering address: Franz & Company, Inc. 1417 Highland Drive Silver Spring, MD 20910



- 13B. Ordering Procedures: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA'S), and a sample BPA can be found at the GSA/FSS schedule homepage (fss.gsa.gov/schedules).
- 14. Payment address: Franz & Company, Inc. 1417 Highland Drive Silver Spring, MD 20910
- 15. Warranty provision: Not applicable
- 16. Export packing charges: Not applicable
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Not applicable
- 18. Terms and conditions of rental, maintenance, and repair: Not applicable
- 19. Terms and conditions of installation: Not applicable
- 20. Terms and conditions of repair parts: Not applicable
- **20A**. Terms and conditions for any other services: Not applicable
- 21. List of service and distribution points: Not applicable
- 22. List of participating dealers: Not applicable
- 23. Preventative maintenance: Not applicable
- 24A. Special attributes such as environmental attributes: Not applicable
- 24B. Section 508 Compliance: The EIT standards can be found at <a href="www.section 508.gov">www.section 508.gov</a>. All pdfs and other electronic media developed and maintained by Franz & Company comply with Section 508 requirements.
- 25. Data Universal Number System (DUNS) number: 157679192
- 26. Notification regarding registration in Central Contractor Registration (CCR) database: Registration current.



#### **COMPANY PROFILE**

Franz & Company, Inc. is a communication design studio offering a full range of graphic design, illustration, and print production services. Founded in 1986, the firm has had long and productive relationships with large, nationally known organizations and has worked with the IRS, NIST, and the American College of Cardiology continuously for over 25 years. Other clients include NOAA and the NEH, among many others. These clients, as well as printers and other professional colleagues, have complimented the firm's results-oriented approach and ability to consistently deliver fresh, engaging design solutions on schedule, on budget, and with exceptional accuracy. Franz & Company is a small, women-owned business with an OpenRatings performance rating of 98.

The studio has completed more than 5,000 projects over more than two decades. The firm routinely handles projects that are typically referred to as image-pieces— projects targeted to our clients' most valued stakeholders, members, customers, and prospective customers. Since 1986, Franz & Company has been entrusted with many of our clients' most important and visible communication efforts year after year. A few examples:

- IRS Nationwide Tax Forum campaign, 16 consecutive years
- NIST Building and Fire Research Laboratory Accomplishments report, seven consecutive editions
- American College of Cardiology Adult Clinical Cardiology Self-Assessment Program (ACCSAP), six consecutive editions
- American College of Cardiology CPT Manual, 13 consecutive editions
- APICS Annual Conference and Exhibition programs and promotion, six consecutive years

Reflecting the confidence of our clients and this long track record of award-winning work, Franz & Company has an extensive portfolio of capability and accomplishment reports, bilingual brochures and newsletters, continuing professional education tools and marketing materials, conference programs and promotion, and corporate identity and branding. Please visit our web site, www.franzandcompany.com, and contact Jean Franz for samples and references.



#### ATTACHMENT 1



# AWARDED CONTRACT PRICE LIST

SINS 541-4F, 541-4FRC: COMMERCIAL ART AND GRAPHIC DESIGN SINS 541-1000, 541-1000RC: OTHER DIRECT COSTS

# SINS 541-4F, 541-4FRC

Franz and Company offers five labor categories, as specified in the following rate chart and described on page 6.

LABOR CATEGORY PER HOUR, INCLUDING IFF	MAR 17 2016- MAR 16 2017	MAR 17 2017- MAR 16 2018	MAR 17 2018- MAR 16 2019	MAR 17 2019- MAR 16 2020	MAR 17 2020- MAR 16 2021
Creative Director	\$132.96	\$135.49	\$138.06	\$140.68	\$143.36
Designer or Illustrator	\$119.65	\$121.92	\$124.24	\$126.60	\$129.01
Production Artist	\$99.73	\$101.62	\$103.56	\$105.52	\$107.53
Project Manager	\$79.78	\$81.29	\$82.84	\$84.41	\$86.02
Project Assistant	\$53.18	\$54.19	\$55.22	\$56.27	\$57.34

# SINS 541-1000, 541-1000RC

The following are the maximum prices that can be charged. Lower prices may be quoted.

OTHER DIRECT COSTS	UNIT OF ISSUE	GSA PRICE INCLUDING IFF
Stock photos, royalty-free	Each	\$419.00
Stock photos, rights-managed	Each	\$625.00
Translation	Word	\$0.18
Postage	Each	USPS Rates



#### LABOR CATEGORY DESCRIPTIONS

#### CREATIVE DIRECTOR

Creative head of Franz & Company, with ultimate responsibility for the creative development of every project. All staff and freelance talent report directly to the Creative Director. Bachelor's degree required, with a minimum of eight years of studio experience. Currently, the owner and president of the firm serves in this capacity.

#### DESIGNER OR ILLUSTRATOR

Highly skilled designer or illustrator with Bachelor's degree in graphic design or illustration, and a minimum of five years of industry experience. Exceptionally talented and capable of contributing to concept development. Responsible for taking an approved concept to completion, either personally or by selecting and supervising another creative specialist. Experienced in communicating effectively with clients, and responsible for reviewing the appearance and technical accuracy of all work before presenting it to the Creative Director for final sign-off. Similar to SCA Code 13043, Illustrator III.

#### PRODUCTION ARTIST

Skilled production artist with three years of experience in all current versions of production software. Associate's degree required, Bachelor's degree preferred. Takes direction from project lead designer and produces a complete final layout, selecting the most appropriate software for the effort. Responsible for producing and preflighting final art files, assuring accurate output.

#### PROJECT MANAGER

Five years of experience in the industry; Bachelor's degree required. Project Manager develops and maintains realistic production schedules, monitors budgets, and schedules appropriate support staff time. Coordinates bidding and project scheduling with printers, web designers, and other manufacturing partners.

#### PROJECT ASSISTANT

High school education, one year previous work experience, and excellent professional demeanor required. Responsibilities include copying, coordinating and verifying messenger deliveries, fielding telephone calls, maintaining inventory and ordering supplies, managing spreadsheets, and keyboarding manuscript copy in the rare cases necessary. Similar to SCA Code 01020, Administrative Assistant.



# SERVICE CONTRACT ACT (SCA)

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the cited SCA labor categories are based on the U.S. Department of Labor WD Number(s) identified in the SCA matrix. The prices offered are based on the preponderance of where work is performed and should the Contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

# SCA MATRIX

SCA ELIGIBLE CONTRACT LABOR CATEGORY	SCA EQUIVALENT  CODE – TITLE	WD NUMBER
Designer or Illustrator	13043 – Illustrator III	2005-2011
Project Assistant	01020 - Administrative Assistant	2005-2011

















# NIST BUILDING & FIRE RESEARCH LABORATORY ACCOMPLISHMENTS REPORT





MEASUREMENT SCIENCE FOR

Advancing
Infrast tructure

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2006



2003







#### IRS E-FILE MARKETING TOOLKIT FOR TAX PROFESSIONALS









ACC PAC

Committee for Quality Cardiovascular

Care



# ACC CAN CardioAdvocacy Network MAKING CONNECTIONS THAT C

# MEMBER OPPORTUNITIES

#### HOW YOU CAN MAKE

When you join ACCICAN, you add your voice to a network of physician advocating for quality cardiovascular care. And the stakes are high: the fall alone, Congress and the administration are discussing curting Medicare physician payments and controlling imaging.

As an ACCICAN member, you decide how much time you have to help. The ACC will provide you with background and sample letters on policy topics and develop consistent messages sow ecan speak with one voice. Our tools will help you build strong relationships with legislators.

Here are some of the ways you can help to shape health care policy:

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# AMERICAN COLLEGE OF CARDIOLOGY PATIENT EDUCATION BROCHURES



